

FAX# 703 528 7880
CREDIT RISK !!
HARRIS REPORT FROM REP OCT26/12 12.18
CHANGES ** WFTV-TV ***

REP. # _____ OFF. # 6556 SALESMAN # _____

BUYER NAME BARBARA ABAR

SALES PRSN WA- JOE KNAUER

ALEXANDRIA, VA 22310

	CLASS:	NATL.	LOCAL	REGIONAL
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1000

Table 1 The mean values of the variables measured in the study

DATE OCT26/12 12.18

TO LENA
FR JULIE
OKD M1-2
TTLS RTS
PLS CFM, THX 10/26

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

INDEPENDENCE USA PAC

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 658												
26	S		1100P-1135P	30		\$4,000.00	10/30	11/4	0		TU-SU	0
PROGRAM : LATE NEWS CON COM1: 1X PER DAY												
45	A		1100P-1135P	30		\$4,000.00	10/30	11/4	6		TU-F,SU	6
PROGRAM : NEWS ORD COM1: SAT NEWS LATE DUE FBALL THIS IS A MAKE-GOOD FOR OCT30 ON LINE-26 FOR 6 SPOTS/WK												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:

28	S		1230A-100A	30		\$1,000.00	11/1	11/2	0		TH-F	0
PROGRAM : JIMMY KIMMEL												
CON COM1 : 1X PER DAY												

46	A		1205A-105A	30		\$1,000.00	10/31	11/1	2		W-TH	2
PROGRAM : KIMMEL												
ORD COM1 : FRI KIMMEL RUNS LATE DUE HS SPORTS												
THIS IS A MAKE-GOOD FOR NOV1 ON LINE-28 FOR 2 SPOTS/WK												

STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#26	MISSED: TU-SU/1100P-1135P	OCT30(6/WK)	30S	\$4,000.00	(OCT26/12)
			OFFER: TU-F, SU/1100P-1135P	OCT30(6/WK)	30S	\$4,000.00	PLS ADVISE.
CMT: SAT NEWS LATE DUE FBALL							

M2	OK'D	BUY#28	MISSED: TH-F/1230A-100A	NOV1(2/WK)	30S	\$1,000.00	(OCT26/12)
			OFFER: W-TH/1205A-105A	OCT31(2/WK)	30S	\$1,000.00	PLS ADVISE.
CMT: FRI KIMMEL RUNS LATE DUE HS SPORTS							

NOV/12	556100.00	CONTRACT TOTAL	556100.00
		TOTAL SPOTS	99

MARKET TOTALS \$1,737,812 WFTV 32% WKMG 16% WESH 33% WOFL 15% WKCF 0% WRBW 0% CABL 0%

WOPX 0% WRDQ 4% EFTV 0%

SHARES ESTIMATED*

SVC- NSI

DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE